

Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-11 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01 MC-02

DODE-00 TRSE-00 PM-07 OMB-01 /087 W

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R 091624Z SEP 74

FM AMEMBASSY BONN

TO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

INFO SECSTATE WASHDC 4897

USDOC WASHDC

UNCLAS SECTION 01 OF 03 BONN 14245

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: COMMERCIAL CONFERENCE, BERCHTESGADEN, GERMANY

REF: BONN 11798

FOLLOWING IS THE AGENDA FOR THE COMMERCIAL CONFERENCE
TO BE HELD IN BERCHTESGADEN, GERMANY:

1. MONDAY, SEPTEMBER 23

0915 CONFERENCE OPENS WITH WELCOMING REMARKS FROM
HOST POST (MR. SPIVAK), THE AMBASSADOR AND BY
MINISTER CROWLEY WHO WILL PRESENT HIS VIEWS
ON THE CURRENT STATUS OF THE COMMERCIAL PROGRAM
IN GERMANY AND WILL INTRODUCE OUR GUESTS FROM
WASHINGTON.

1015 COFFEE BREAK.

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1030 MEETING OF THE CCP REVIEW COMMITTEE BY THE
AMBASSADOR.
GENERAL DISCUSSION OF THE COUNTRY COMMERCIAL
PROGRAM, INCLUDING A REVIEW OF EACH CAMPAIGN
AND NON-CAMPAIGN ACTIVITY, FOCUSING ON NOT ONLY
THE PROGRESS WE HAVE MADE TOWARDS OUR GOALS BUT
ALSO ON ANY NEED FOR REPROGRAMMING OUR
RESOURCES OR ALTERING OUR GOALS AND ACTIVITIES
TO COPE WITH UNANTICIPATED REQUESTS AND ACTIONS
FROM WASHINGTON. OUR WASHINGTON GUESTS ARE
INVITED TO COMMENT ON CURRENT DEVELOPMENTS IN
THE COMMERCIAL FIELD AND TO PARTICIPATE IN THE
DISCUSSION OF OUR CCP. THE AMBASSADOR WILL
ASK THE POSTS INDICATED TO ACT AS RAPORTEURS
TO LEAD THE DISCUSSION ON THE FOLLOWING AGENDA
ITEMS AND TO REPORT THE CONCLUSIONS REACHED:
CAMPAIGN NO. 1, ELECTRONICS INDUSTRY:
RAPORTEUR MUNICH - HAL BROMEL, DUSEX
FOR ELECTRONICA, WILL DISCUSS SHOW
PREPARATIONS AND COORDINATION WITH POSTS.
CAMPAIGN NO. 2, INSTRUMENTS: RAPORTEUR
STUTTGART
CAMPAIGN NO. 3, BUSINESS EQUIPMENT AND
COMPUTERS: RAPORTEUR FRANKFURT
CAMPAIGN NO. 4, CONSUMER GOODS: RAPORTEUR
BONN. DISCUSSION OF IN-STORE PROMOTIONS
(INCLUDING JOHNSON VISIT), GREEN WEEK,
TRADE CENTER "DO-IT-YOURSELF" JEEP, AND
INFORMATION BOOTH AT PHOTOKINA. GEORGE
HENRY, USIS REPRESENTATIVE, WILL DISCUSS
PLANS FOR USE OF THE AMERICA HOUSES FOR
EXHIBITS AND WILL OUTLINE USIS COOPERATIVE
ACTIVITIES IN SUPPORT OF CCP GOALS.
CAMPAIGN NO. 5, AUTOMOTIVE SERVICE INDUSTRY:
RAPORTEUR FRANKFURT
CAMPAIGN NO. 6, REVERSE INVESTMENT:
RAPORTEUR BONN. WILL INCLUDE DISCUSSION
OF PLANS TO PARTICIPATE IN HANNOVER FAIR.
CAMPAIGN NO. 7, TRAVEL USA: RAPORTEUR BONN.
HANS REGH, USTS REPRESENTATIVE, WILL

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OUTLINE USTS ACTIVITIES IN GERMANY INCLUDING
SUPPORT OF CCP CAMPAIGN GOALS. WILL ALSO
INCLUDE DISCUSSION OF FOREIGN BUYERS GROUP
PROGRAM.

1300 LUNCHEON

1400 CCP REVIEW COMMITTEE DISCUSSIONS - NON-CAMPAIGN

ACTIVITIES

A. FRANKFURT TRADE CENTER SCHEDULED EVENTS:
RAPPORTEUR FRANKFURT. EINAR OLSEN,
DIRECTOR OF THE US TRADE CENTER WILL
OUTLINE THE TRADE CENTER SHOW PROGRAM FOR
THE YEAR AND THE SUPPORT ANTICIPATED FROM
THE POSTS FOCUSING ON ANY PROBLEMS IN

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DODE-00 TRSE-00 PM-07 OMB-01 /087 W
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R 091624Z SEP 74

FM AMEMBASSY BONN

TO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

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COORDINATING THE ACTIVITIES OF THE POSTS AND
THE TRADE CENTER.

B. MAJOR PROJECTS AND MILITARY SALES,
RAPPORTEUR HAMBURG. DISCUSSION ON
REPORTING OF MAJOR TRADE OPPORTUNITIES.
HAMBURG WILL RELATE ITS EXPERIENCE IN
REPORTING ON THE DEVELOPMENT OF MAJOR PORT
FACILITIES IN ITS DISTRICT, AND OTHER POSTS
ARE ASKED TO SUGGEST NEW WAYS OF OBTAINING

EARLY INFORMATION ON MAJOR PROJECTS IN GERMANY.

C. SCHEDULED CERP REPORTS, RAPPORTEUR BONN.

DISCUSSION OF WHETHER ANY CERP REPORTS SHOULD BE ELIMINATED OR ADDED AND TIMELINESS AND CONCISENESS OF REPORTS.

D. CERP ALERT REPORTS, RAPPORTEUR BONN.

DISCUSSION OF THE DEGREE TO WHICH POSTS SHOULD REPORT ON GENERAL ECON/COMMERCIAL

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MATTERS, ESPECIALLY WITH REGARD TO CHANGES IN THE BUSINESS CLIMATE THAT MAY AFFECT US EXPORTS TO GERMANY. POSTS ARE ASKED TO ORALLY PRESENT THEIR VIEWS ON THE BUSINESS CLIMATE IN THEIR DISTRICTS AND WITHIN THEIR ASSIGNED INDUSTRY SECTORS. BONN WILL ALSO DESCRIBE ITS RESPONSE TO THE DEPARTMENT ON OMB'S RECOMMENDATION FOR GREATER ECON/COMMERCIAL INTEGRATION.

1545 COFFEE BREAK

NOTE: CONSIDERATION OF OTHER ITEMS OBTAINED IN THE CCP WILL TAKE PLACE TOMORROW IN THE CONTEXT OF OUR WORKING LEVEL DISCUSSIONS.

1600 DISCUSSION OF CCP PROGRESS REPORT FORMS PROPOSED BY BONN. RAPPORTEUR BONN.

1700 END OF FIRST DAY'S SESSION.

2. TUESDAY, SEPTEMBER 24

NOTE: THIS SESSION WILL BE DEVOTED TO A DISCUSSION OF WORKING LEVEL ISSUES AND OPERATIONAL PROBLEMS, INCLUDING SOME OF THE REMAINING CCP NON-CAMPAIGN ACTIVITIES. WHILE THE PRINCIPAL PARTICIPANTS IN THIS DISCUSSION WILL BE WORKING LEVEL ECON/COMMERCIAL OFFICERS, ALL OFFICERS ARE INVITED TO ATTEND AND MAKE KNOWN THEIR VIEWS.

0915 CONTINUATION OF DISCUSSION OF CCP NON-CAMPAIGN ACTIVITIES.

A. TARGET INDUSTRY RESEARCH AND SUPERVISION, RAPPORTEUR BONN. DISCUSSION OF ROLE OF POSTS IN SUPERVISING TARGET INDUSTRY RESEARCH.

B. EXCON ACTIVITIES, RAPPORTEUR FRANKFURT. FRANKFURT AND MUNICH ARE ASKED TO REPORT ON THEIR ACTIVITIES IN THIS FIELD, WITH A

GENERAL DISCUSSION TO FOLLOW ON TIME AND
EFFORT DEVOTED TO EXPORT CONTROL ACTIVITIES.

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1015 COFFEE BREAK

1030 CONTINUATION OF DISCUSSION OF CCP NON-CAMPAIGN
ACTIVITIES.

- A. AGENT/DISTRIBUTOR SERVICE, RAPPORTEUR
BONN. BONN WILL REPORT ON A RECENT SURVEY
OF AMERICAN FIRMS WHICH REQUESTED ADS'S
IN 1973. POSTS ARE ASKED TO DISCUSS WAYS
IN WHICH THIS SERVICE CAN BE IMPROVED.
- B. TRADE OPPORTUNITY REPORTING, RAPPORTEUR
DUESSELDORF. AS THE LARGEST PRODUCER OF
TO'S IN GERMANY, DUESSELDORF IS ASKED TO
DESCRIBE ITS METHODS FOR OBTAINING TO'S AS
WELL AS ITS "SPRECHTAG" APPROACH. GENERAL
DISCUSSION OF HOW TO IMPROVE QUALITY OF
TO'S WHILE STILL MEETING CCP QUOTAS WILL
FOLLOW.
- C. GENERAL MANAGEMENT AND PROGRAM
ADMINISTRATION, RAPPORTEUR BONN. A RECENT
DECISION BY THE DEPARTMENT HAS ELIMINATED
THE EMBASSY'S COMPUTER FUNCTION AND WITH IT
OUR HOPE OF AUTOMATING THE AGENCY INDEX
FILE. POSTS ARE ASKED TO DISCUSS WHETHER
WE SHOULD CONTINUE TO MAINTAIN SUCH A FILE

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AND, IF SO, WHETHER A MORE EFFICIENT WAY
OF DOING SO CAN BE DEVISED.

1215 LUNCH

1330 CONTINUATION OF DISCUSSION OF CCP NON-CAMPAIGN
ACTIVITIES.

A. BUSINESS SERVICES, RAPPORTEUR BONN.

COMMERCIAL LIBRARIES - POSTS ARE ASKED TO
DISCUSS THE UTILIZATION OF THEIR COMMERCIAL
LIBRARIES AND TO RECOMMEND CHANGES TO BETTER
MEET THE NEEDS OF THE COMMERCIAL PROGRAM
(REF. STATE A-5348). TRADE LEADS - HOW DO
POSTS HANDLE LETTERS FROM GERMAN FIRMS
REFERRED TO THEM BY BONN FOR ACTION?
SHOULD THERE BE A REPORTING REQUIREMENT?

1430 POSTS ARE FREE TO BRING UP ANY ADDITIONAL
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TOPICS FOR DISCUSSION.

1530 FINAL REMARKS BY THE AMBASSADOR, OUR WASHINGTON
GUESTS, MINISTER CROWLEY.

1600 CONFERENCE ENDS.

3. PLEASE NOTE THAT THERE WILL BE AN INFORMAL COCKTAIL
PARTY FOR CONFERENCE PARTICIPANTS ON SUNDAY, SEPTEMBER
22, AT 6:00 P. M. AT THE BERCHTESGADENER HOF HOTEL.
HILLENBRAND

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